

EXHIBIT 4

	A	B	C	D	E	F	G	H	I	J	K
1	Search Keyword	Match type	Criterion Status	Campaign Status	Ad Group Status	Cost	Clicks	CTR			
2	=+lawsuit +flint	Broad match	Enabled	Enabled	Enabled	\$7,938.25	810	1.46%			
3	flint michigan water	Exact match	Enabled	Enabled	Enabled	\$2,736.37	516	2.02%			
4	flint water crisis	Exact match	Enabled	Enabled	Enabled	\$2,214.86	465	2.57%			
5	=+veolia +flint	Broad match	Enabled	Enabled	Enabled	\$1,487.74	473	11.10%			
6	flint michigan water crisis	Exact match	Enabled	Enabled	Enabled	\$1,454.67	304	2.74%			
7	flint lawsuit	Broad match	Removed	Enabled	Enabled	\$851.60	78	0.92%			
8	veolia flint	Exact match	Enabled	Enabled	Enabled	\$732.06	362	10.50%			
9	Flint Lawsuit	Exact match	Enabled	Enabled	Enabled	\$610.72	74	1.92%			
10	flint michigan water supply	Exact match	Enabled	Enabled	Enabled	\$578.20	107	2.19%			
11	michigan water crisis	Exact match	Enabled	Enabled	Enabled	\$469.35	81	1.90%			
12	veolia lawsuit	Exact match	Enabled	Enabled	Enabled	\$258.65	78	7.90%			
13	flint water	Exact match	Enabled	Enabled	Enabled	\$223.77	45	1.10%			
14	flint drinking water	Exact match	Enabled	Enabled	Enabled	\$182.01	37	1.91%			
15	Veolia Flint	Exact match	Removed	Enabled	Enabled	\$135.45	94	8.28%			
16	Veolia Michigan	Broad match	Removed	Enabled	Enabled	\$61.39	43	2.39%			
17	veolia flint	Broad match	Removed	Enabled	Enabled	\$32.00	30	8.82%			
18	Veolia Flint	Broad match	Removed	Enabled	Enabled	\$29.07	28	8.07%			
19	lawsuit veolia	Broad match	Removed	Enabled	Enabled	\$27.11	14	4.61%			
20	veolia lawsuit	Broad match	Removed	Enabled	Enabled	\$17.85	10	4.72%			
21	lawsuit flint	Broad match	Removed	Enabled	Enabled	\$12.50	3	3.23%			
22	flint veolia	Broad match	Removed	Enabled	Enabled	\$7.23	6	7.69%			
23	flint veolia	Exact match	Removed	Enabled	Enabled	\$6.28	8	8.60%			
24	veolia lead	Broad match	Removed	Enabled	Enabled	\$4.22	2	1.64%			
25	Veolia Lawsuit	Broad match	Removed	Enabled	Enabled	\$2.34	1	20.00%			
26	Flint veolia	Broad match	Removed	Enabled	Enabled	\$0.63	1	3.45%			
27	flint viola	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
28	viola flint	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
29	Veolia Lead	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
30	Viola flint	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
31	flint Viola	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
32	lawsuit veolia water	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
33	lead veolia	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
34	veolia water lawsuit	Broad match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
35	Flint veolia	Exact match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
36	lawsuit Flint	Exact match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
37	lawsuit veolia	Exact match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
38	veolia lead	Exact match	Removed	Enabled	Enabled	\$0.00	0	0.00%			
39											

